

Office of Minority Health
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100-Mile Club

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DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service



HOW TO SET UP A 100-MILE CLUB

A 100-mile club is the least complicated of fitness programs we have run in Zuni. It is a structured program that makes use of several motivational tools. It does not require extensive facilities or equipment. It is not costly. It can be managed by any interested employees or community members as long as they have 8 to 10 hours per week to devote and other staff members are willing to support their efforts and fill in when needed. As such, it is an ideal exercise event to kick-off a community health promotion program.

I. Identify 100-mile Club Manager and Support Personnel.

The most important prerequisite for the job of manager is that he/she practices and believes in the value of exercise. Other recommendations are that the manager:

- must have supervision from a senior staff member who can provide guidance and administrative support when needed;



- must have access to resources such as office supplies, copy machine, and wall space in the area of the target population (e.g.: IHS Service Unit, Tribal Building, Community);
- should have ready access to the target population (e.g.: a tribal employee if this is to be a tribal fitness program);
- should have 8 to 10 hours per week set aside from the usual job or be willing to volunteer non-work time;
- should have volunteer personnel to assist with mileage reporting and recording, especially if 100-Mile Club is a large program including several different community locations and work-sites.

II. Arrange for Incentive Awards.

One of many different approaches to incentive awards may be taken. Lotteries or raffles available only to program participants can be used as an incentive and would be appropriate if a program supporter donated a T.V. or stereo or other grand prize item. Lotteries or raffles can also supplement individual incentive awards. The most common incentive award is a T-shirt, with a specific 100-Mile Club logo, awarded on completion of the 100-Mile Club distance. Other individual awards used in Zuni include jogging or aerobic shoes, exercise mats, exercise clothing items, hand weights, sportwatches, gift certificates, and running shorts. Steps to take in arranging incentives are listed below:

- Determine funding source: Indian Health Service funds may be available through the health education or health promotion/disease prevention budgets. Participants' entry fees may cover most of the incentive awards (See V). For a tribal or community program, funding may be made available by the Tribe. If you seek funding from a private enterprise, see below.



- In requesting support from a private enterprise, contact the manager or owner by phone, by mail, or both. State immediately that you are seeking sponsorship or support for a health promotion program in your community. Briefly describe the target problem (diabetes, obesity, disease prevalence, etc.). Then describe how you think the 100-Mile Club will help alleviate the problem. Let them know specifically what you would like (50 silk-screened T-shirts, 3 gift certificates, a dinner for two, etc.). Finally, follow up with a written proposal and any published material about your program or similar programs. You will be surprised at how many people will agree to lend support. If your community is very small, you may need to go to a larger nearby town to find support.
- If you use T-shirts as incentives, shop the T-shirt printing shops in your area for the best price. Ask several local artists to submit possible logos or have a logo contest among high school art students. Then choose your favorite or have a quorum of participants vote on their favorites. One color silk-screen runs are usually cheaper than multiple runs. Private enterprises are more likely to agree to support you if their company logo appears on the back of the T-shirt, even though it may cost a little more at the print shop.

III. Advertise and Promote 100-Mile Club for 2-4 Weeks Prior to Registration.

If you plan to allow one week for registration, you will have people wanting to sign-up for two to three weeks into the program. In a non-competitive program like this, you can afford to be accommodating. Even so, it helps to promote the program for 2-4 weeks prior to registration. In doing so, consider these factors:

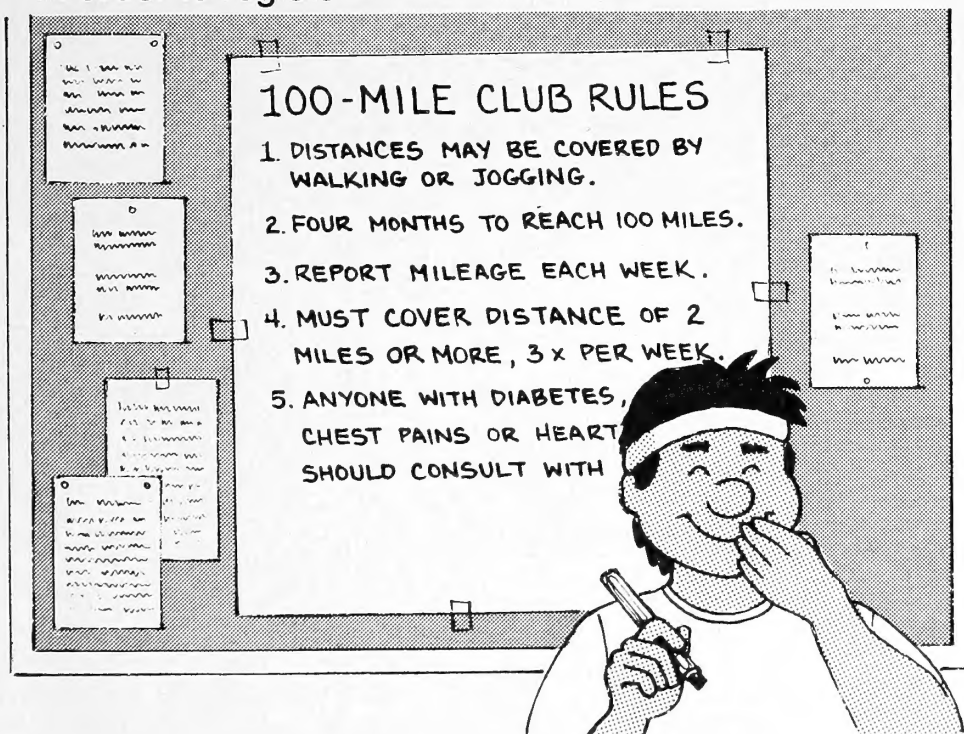
- Determine the best way to reach your target group (service unit employees, Tribal employees, community members, etc.). You may want to use interdepartmental memos, letters, phone calls, paycheck stuffers, posters, public service announcements, or a combination of these. If you are targeting diabetic or obese patients, have each of your primary providers give you the names of 10 patients who need the exercise and are at least somewhat likely to comply. Then attempt to recruit them by mail and by phone.



- Promotion materials should include information regarding the rules of the program (See IV), the incentive award, registration fee, the need for comfortable walking or jogging shoes, and where and when to register and report weekly mileage. It is a good idea to open participation to everyone so that novices can participate in the same program as conditioned athletes.

IV. 100-Mile Club Rules.

- Distances may be covered by walking or jogging.
- Participants will have 4 months to reach 100 miles. (You may want to extend this to 5 months).
- Participants should report the previous week's mileage to the program manager each week.
- In order to report mileage, participants must cover a distance of 2 miles or more on each outing, and must go a minimum of 3 times in the week. Therefore, the minimal reportable mileage is 6 miles. (You may want to reduce this to a minimum of 1 mile 5 times per week if you have a number of elderly or very obese, unfit participants.)
- Anyone with diabetes, chest pain, unexplained syncope, or known heart disease must have permission from a physician in order to register.



V. Registration.

Even if the cost of the program is covered by an IHS or Tribal budget or by an outside sponsor, commitment to the program can be accomplished by having participants "buy-in." Some registration fee, even if it is only \$3.00, should be charged. If you have extra funds you can use them to help pay for an awards dinner, or a participants' lottery, or for the next event in your health promotion program. Besides receiving registration fees (and giving receipts), registration considerations include:

- Plan for 1 week of registration but realize some people will want to sign-up during the 1-2 weeks following registration week.
- If your incentive award is a T-shirt, get sizes at the time of registration: S, M, L, X-L. (Most T-shirt print shops request two months advanced notice.)



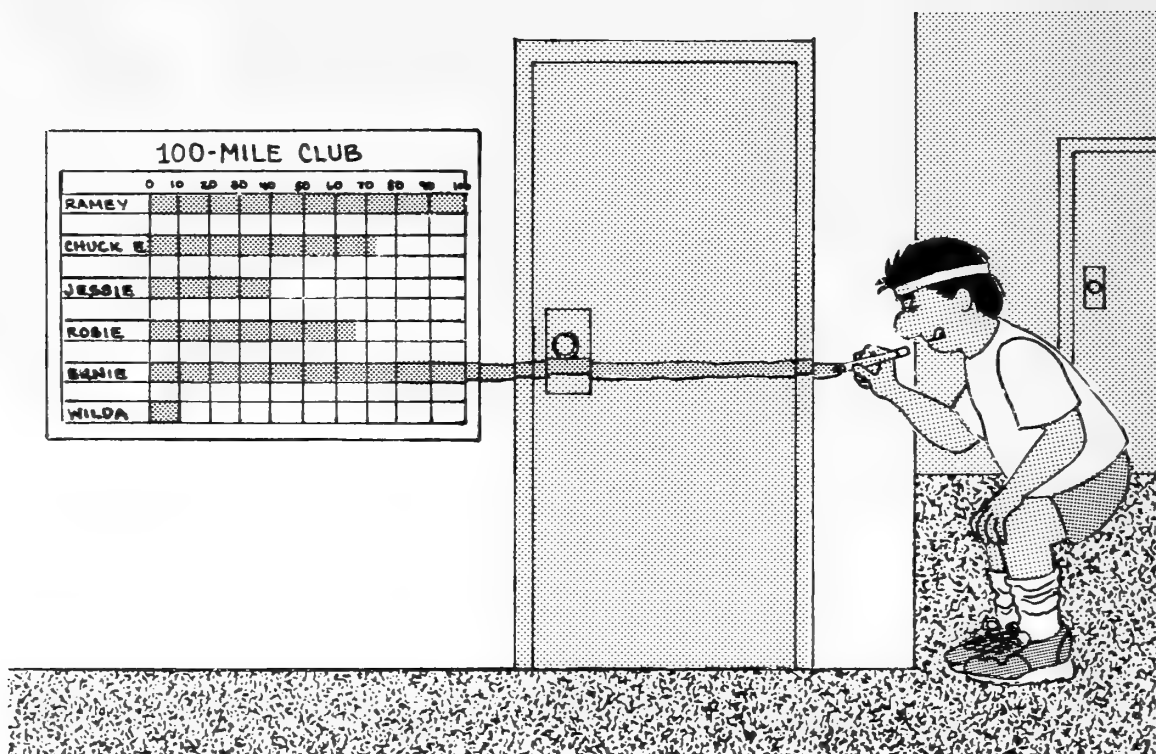
- During registration week, recontact potential enrollees for recruitment attempts.

The subject of intensive screening for contra-indications to exercise has not been addressed for three reasons. First, this health promotion approach is designed for groups with limited resources and limited professional manpower. Medical screening of all potential participants would consume time and manpower in such a way that most programs would fail to get off the ground. Second, resources for medical screening of participants at increased risk exist in the Public Health Service facilities. Third, there is much controversy over contra-indications to exercise. In actuality, there are very few medical conditions which contraindicate walking, especially if participants are cautioned to start slow, stay at a comfortable pace, increase speed and distance slowly, and seek medical attention for chest pain, palpitations, syncope, or other unexplained distress.

VI. Reporting and Displaying Mileage.

In order for the 100-Mile Club to work well as a motivational device, the manager must be diligent about recording and displaying participants' weekly progress. What makes this program work is that participants are encouraged by their own progress and spurred on by the visible progress of others. Therefore, the following recommendations are suggested:

- A phone number and office, preferably where the program manager can be reached, should be available for reporting last week's mileage. Ideally, the office should be in the area of the target population and open 5 days a week from 8 A.M. to 5 P.M. Let participants know where they can leave messages to report mileage.



- For display purposes, find wall space or a bulletin board in a well-trafficked, high-visibility area within your target area (Hospital, Tribal Building, Community). Print names and chart weekly progress (with brightly-colored marking pen) on a large poster-board something like the example above.
- You may want to award incentive prizes individually when the “100 Mile Goal” is attained, or wait until the allotted period is over and make presentations to the group at a special dinner or awards/recognition ceremony. This kind of feedback and recognition is crucial to the success of this and future health promotion programs.

VII. Conclusion.

In reading this manual, you will notice that the key attributes of a successful health promotion program are essential features in this 100-Mile Club. These attributes are:

- Organization
- Availability of Information
- Pre-program Promotion
- Material Incentive
- Prompt Feedback and Recognition
- Goal-Setting and/or Competition, and
- Safety

This may be the first event in a large, on-going health promotion program. As such, you could offer a 100-Mile Club once or twice each year. To keep the interest of your community and recruit new participants, you will need to offer a new or different fitness program at least every nine months.

A final word of advice is that in order for these programs to be successful you will need the support of top management or administration. You may be able to run a 100-Mile Club on a shoe-string, but a comprehensive health promotion campaign will require a budget. Get your supervisors and administrative directors involved from the start.

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